



Minutes

ECONOMIC DEVELOPMENT COMMISSION

Thursday, June 14, 2018 4:00 P.M.

City Manager's Conference Room
300 Forest Avenue, Pacific Grove, CA

1) Call to Order / Roll Call

Present: Chair Atchison, Secretary McGrath, Richard Stillwell, Marietta Bain, Julie Davis, Willy Nelson, Phillip Benson, Moe Ammar, Allan Cohen

Absent: Vice Chair Addeman

2) Approval of Agenda

Motion to approve by Cohen, seconded by Nelson; passed unanimously

3) Commissioner and Council Liaison Announcements

Jaquie Atchison: Welcome banners for Forest Avenue will be installed next week

The Monterey County EDC has been eliminated

Richard Stillwell: Baskets and Lanterns look great

Mayor Kampe: City is conducting an economic study for SDR

4) Public Comments

(Comments from the audience cannot receive Commission action. Comments must deal with matters subject to the jurisdiction of the Commission and will be limited to three minutes. Whenever possible, letters are to be submitted to the Commission in advance of the meeting.)

Jane Haines: 518-522 Lighthouse New planned development has 10 3 bedroom units, two restaurants with combined seating of 102 and 3 retail spaces. Parking on site is only 20 spaces and for the residential units. The increased density will affect public parking. Hotel Durrel will be using 19 spaces in the theater lot, leaving only 44 available spots for public parking.

Phil Johnson Architect for 518-522 Lighthouse. Within the zoning ordinance which calls for 13 spaces. Supplying 20 spaces plus adding additional curb side spaces by removing curb cuts and bus stop.

Sally: How much time and money will be spent on studying the SDR. Is it worth it?

5) Approval of Minutes

a) May 10, 2018 (**Attachment A, page 2**)

Motion to approve by Nelson, seconded by Bains; passed unanimously

6) Unfinished/Ongoing

a) Business Walk May 17, 2018 Update (Attachment B, page 4). *Reference: Jacquie Atchison*

Will present report to City Council

b) Review financial statement and distribute funds as available. *Reference: Jacquie Atchison*

8300.00 left in the budget. Davis moves to spend the remainder on 8 more baskets for lighthouse, Seconded by Stillwell approved unanimously

c) Update on concern of storefronts blocking their windows. *Reference: Moe Ammar*

1 year and 4 months with paper in the windows, calls have been made, letter may need to be sent. Mark is working on contacting the owner.

d) Update on Restricted Ground Floor Businesses. *Reference: Mark Brodeur*

Planning Commission voted 7 – 0 to NOT send our recommendations up to City Council.

7) New Business

a) Review cost of services (user fee) study – discuss and take action, if necessary (**Attachment C, page 6**). *Reference: Rudy Fischer/Moe Ammar* City staff is reviewing their costs vs fees, making sure that the fees are sustainable and they are getting 100% cost recovery.

Rudy Suggests that the EDC pick a few line items to discuss further.

Ammar moves that the EDC reviews proposed fee schedule before it goes to the City Council, Benson seconds approved unanimously

8) Reports

a) BID and Chamber Report. *Reference: Moe Ammar*

The White Heart Mansion will be reverting to a Residence

520 Lighthouse was approved by the BID 4 in favor 2 not in favor

6 students from the Middlebury Institute will perform a marketing survey for Pacific Grove starting the week after Car Week

b) Economic Development Report. *Reference: Mark Brodeur*

Permit activity:

July 11 -13 Car Auction at the Golf Course

Hotel Durrel Project has been called up to the City Council for review

Holman making progress, lots of roof / water damage due to winter storms.

Next meeting: July 12, 2018 4:00pm

Adjournment 5:20

Respectfully submitted

A handwritten signature in black ink, appearing to read "KMcG", with a long horizontal flourish extending to the right.

Kirsten McGrath Secretary